

ABSTRACT

A packaging and applicator device for a formulation used, for example, for make-up and/or care of keratinic fibers. The device includes a reservoir in which the formulation is placed, and an applicator capable of being loaded with a quantity of the formulation. The reservoir includes a heating device capable of heating at least a portion of the applicator and the quantity of product with which it is loaded when the device is not in a closed position of the reservoir. Heating is preferably permitted when the applicator is in an intermediate position, held at the level of an opening in the reservoir, with the circumference of this opening having at least one heated wall. The heated wall preferably incorporates a stripper element mounted in the reservoir opening.